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# Online Library Weird Ideas That Work How To Build A Creative Company Robert I Sutton

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## 94E - RORY LOGAN

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Tired of all the "shoulds" that guide your life? Want to create a life full of meaning? Work on your own terms? See the world a little differently? Then it's time to Own Your Weird. Creative entrepreneur Jason Zook certainly walks the walk of "owning his weird." He's had some crazy yet successful schemes -- he's made over a million dollars by having more than 1,600 companies pay him to wear their t-shirt (a project called I WearYour Shirt). Later he auctioned off his last name twice, for \$50K each time. He then self-published his first book Creativity for Sale by nabbing sponsors and generating \$75K in revenue. Now Own Your Weird is targeted to other potential "out of the box" thinkers who dream not only of doing work on their own terms, but also creating a meaningful life. Consider Jason your spirit guide, offering strategies for

honing in on what makes you weird, recognizing when feedback is just another form of procrastination, and how to stop with social media already. There's a specific set of strategies and exercises that can help you prioritize your life over your business, by identifying your MMM (Minimum Monthly Magic) number. He also offers examples from his own life (how he got out of \$124K worth of debt, escaped the pressure to have a big wedding, and has thrived on social media by primarily ignoring it). Own Your Weird is the permission slip you need to take that big risk. To finally chase down that big idea. And to let go of "supposed to" thoughts. See how life opens up when you break out of the blueprint.

From the cofounder of Square, an inspiring and entertaining account of what it means to be a true entrepreneur and what it

takes to build a resilient, world-changing company In 2009, a St. Louis glassblowing artist and recovering computer scientist named Jim McKelvey lost a sale because he couldn't accept American Express cards. Frustrated by the high costs and difficulty of accepting credit card payments, McKelvey joined his friend Jack Dorsey (the cofounder of Twitter) to launch Square, a startup that would enable small merchants to accept credit card payments on their mobile phones. With no expertise or experience in the world of payments, they approached the problem of credit cards with a new perspective, questioning the industry's assumptions, experimenting and innovating their way through early challenges, and achieving widespread adoption from merchants small and large. But just as Square was taking off, Amazon launched a similar product, marketed it aggressively, and undercut Square on price. For most ordinary startups, this would have spelled the end. Instead, less than a year later, Amazon was in retreat and soon discontinued its service. How did Square beat the most dangerous company on the planet? Was it just luck? These questions motivated McKelvey to study what Square had done differently from all the other companies Amazon had killed. He eventually found the key: a strategy he calls the Innovation Stack. McKelvey's fascinating and humorous stories of Square's early days are blended with historical examples of other world-changing companies built on the Innovation Stack to reveal a pattern of ground-breaking, competition-proof entrepreneurship that is rare but repeatable. The Innovation Stack is a thrilling business narrative that's much bigger than the story of Square. It is an irreverent first-person look inside the world of entrepreneurship, and a call to action for all of us to find the entrepreneur within ourselves and identify

and fix unsolved problems--one crazy idea at a time.

The New York Times best-selling book exploring the counterproductive reactions white people have when their assumptions about race are challenged, and how these reactions maintain racial inequality. In this "vital, necessary, and beautiful book" (Michael Eric Dyson), antiracist educator Robin DiAngelo deftly illuminates the phenomenon of white fragility and "allows us to understand racism as a practice not restricted to 'bad people' (Claudia Rankine). Referring to the defensive moves that white people make when challenged racially, white fragility is characterized by emotions such as anger, fear, and guilt, and by behaviors including argumentation and silence. These behaviors, in turn, function to reinstate white racial equilibrium and prevent any meaningful cross-racial dialogue. In this in-depth exploration, DiAngelo examines how white fragility develops, how it protects racial inequality, and what we can do to engage more constructively.

\* Instant WSJ bestseller \* Translated into 18 languages \* #1 Most Recommended Book of the year (Bloomberg annual survey of CEOs and entrepreneurs) \* An Amazon, Bloomberg, Financial Times, Forbes, Inc., Newsweek, Strategy + Business, Tech Crunch, Washington Post Best Business Book of the year \* Recommended by Bill Gates, Daniel Kahneman, Malcolm Gladwell, Dan Pink, Adam Grant, Susan Cain, Sid Mukherjee, Tim Ferriss Why do good teams kill great ideas? Loonshots reveals a surprising new way of thinking about the mysteries of group behavior that challenges everything we thought we knew about nurturing radical breakthroughs. Bahcall, a physicist and entrepreneur, shows why teams, companies, or any group with a mission will suddenly change from embracing new ideas to rejecting them, just as flow-

ing water will suddenly change into brittle ice. Mountains of print have been written about culture. Loonshots identifies the small shifts in structure that control this transition, the same way that temperature controls the change from water to ice. Using examples that range from the spread of fires in forests to the hunt for terrorists online, and stories of thieves and geniuses and kings, Bahcall shows how a new kind of science can help us become the initiators, rather than the victims, of innovative surprise. Over the past decade, researchers have been applying the tools and techniques of this new science—the science of phase transitions—to understand how birds flock, fish swim, brains work, people vote, diseases erupt, and ecosystems collapse. Loonshots is the first to apply this science to the spread of breakthrough ideas. Bahcall distills these insights into practical lessons creatives, entrepreneurs, and visionaries can use to change our world. Along the way, readers will learn how chickens saved millions of lives, what James Bond and Lipitor have in common, what the movie *Imitation Game* got wrong about WWII, and what really killed Pan Am, Polaroid, and the Qing Dynasty. “If *The Da Vinci Code* and *Freakonomics* had a child together, it would be called *Loonshots*.” —Senator Bob Kerrey

World of Warcrafters, LARPerS, Settlers of Catan? Weird. Beliebers, Swifties, Directioners? Weirder. Paleos, vegans, carb loaders, ovolactovegetarians? Pretty weird. Mets fans, Yankees fans, Bears fans? Definitely weird. Face it. We’re all weird. So why are companies still trying to build products for the masses? Why are we still acting like the masses even exist? Weird is the new normal. And only companies that figure that out have any chance of

survival. This book shows you how.

Aliens. Ley lines. Water dowsing. Conspiracies and myths captivate imaginations and promise mystery and magic. Whether it's arguing about the moon landing hoax or a Frisbee-like Earth drifting through space, when held up to science and critical thinking, these ideas fall flat. In *Weird Earth: Debunking Strange Ideas About Our Planet*, Donald R. Prothero demystifies these conspiracies and offers answers to some of humanity's most outlandish questions. Applying his extensive scientific knowledge, Prothero corrects misinformation that con artists and quacks use to hoodwink others about geology--hollow earth, expanding earth, and bizarre earthquakes--and mystical and paranormal happenings--healing crystals, alien landings, and the gates of hell. By deconstructing wild claims such as prophecies of imminent natural disasters, Prothero provides a way for everyone to recognize dubious assertions. Prothero answers these claims with facts, offering historical and scientific context in a light-hearted manner that is accessible to everyone, no matter their background. With a careful layering of evidence in geology, archaeology, and biblical and historical records, Prothero's *Weird Earth* examines each conspiracy and myth and leaves no question unanswered.

Revised and Expanded Edition. In this age of supposed scientific enlightenment, many people still believe in mind reading, past-life regression theory, New Age hokum, and alien abduction. A no-holds-barred assault on popular superstitions and prejudices, with more than 80,000 copies in print, *Why People Believe Weird Things* debunks these nonsensical claims and explores the very human reasons people find otherworldly phenomena, conspiracy theories, and cults so appealing. In an entirely new chapter, “Why

Smart People Believe in Weird Things," Michael Shermer takes on science luminaries like physicist Frank Tipler and others, who hide their spiritual beliefs behind the trappings of science. Shermer, science historian and true crusader, also reveals the more dangerous side of such illogical thinking, including Holocaust denial, the recovered-memory movement, the satanic ritual abuse scare, and other modern crazes. *Why People Believe Strange Things* is an eye-opening resource for the most gullible among us and those who want to protect them.

Introduces the proven rules that a company can use to promote innovation, arguing that the corporate world should hire misfits and encourage them to defy the existing culture and actively consider ideas that appear ridiculous or impractical.

A New York Times Notable Book of 2020 A Bloomberg Best Non-Fiction Book of 2020 A Behavioral Scientist Notable Book of 2020 A Human Behavior & Evolution Society Must-Read Popular Evolution Book of 2020 A bold, epic account of how the co-evolution of psychology and culture created the peculiar Western mind that has profoundly shaped the modern world. Perhaps you are WEIRD: raised in a society that is Western, Educated, Industrialized, Rich, and Democratic. If so, you're rather psychologically peculiar. Unlike much of the world today, and most people who have ever lived, WEIRD people are highly individualistic, self-obsessed, control-oriented, nonconformist, and analytical. They focus on themselves—their attributes, accomplishments, and aspirations—over their relationships and social roles. How did WEIRD populations become so psychologically distinct? What role did these psychological differences play in the industrial revolution and

the global expansion of Europe during the last few centuries? In *The WEIRDest People in the World*, Joseph Henrich draws on cutting-edge research in anthropology, psychology, economics, and evolutionary biology to explore these questions and more. He illuminates the origins and evolution of family structures, marriage, and religion, and the profound impact these cultural transformations had on human psychology. Mapping these shifts through ancient history and late antiquity, Henrich reveals that the most fundamental institutions of kinship and marriage changed dramatically under pressure from the Roman Catholic Church. It was these changes that gave rise to the WEIRD psychology that would co-evolve with impersonal markets, occupational specialization, and free competition—laying the foundation for the modern world. Provocative and engaging in both its broad scope and its surprising details, *The WEIRDest People in the World* explores how culture, institutions, and psychology shape one another, and explains what this means for both our most personal sense of who we are as individuals and also the large-scale social, political, and economic forces that drive human history. Includes black-and-white illustrations.

From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn

what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you’re being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate’s loud speakerphone is making you homicidal • you got drunk at the holiday party

Praise for *Ask a Manager* “A must-read for anyone who works . . . [Alison Green’s] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “*Ask a Manager* is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

Workplace performance expert Putzier offers 101 ways to make the workplace a more enjoyable and productive environment. In a lighthearted manner, he discusses how to change the tone and culture of a company with quick and often inexpensive ideas in or-

der to improve employee morale, creative thinking, and work output. Other topics include attracting and retaining the best available talent, enhancing the company image, lowering stress, providing recognition and incentives, and implementing training and development strategies. The book lacks a bibliography. c. Book News Inc.

WALL STREET JOURNAL, LOS ANGELES TIMES, AND USA TODAY BESTSELLER • Anyone—even you!—can learn how to harness the power of humor in business (and life), based on the popular class at Stanford’s Graduate School of Business. Don’t miss the authors’ TED Talk, “Why great leaders take humor seriously,” online now. “The ultimate guide to using the magical power of funny as a tool for leadership and a force for good.”—Daniel H. Pink, #1 New York Times bestselling author of *When and Drive* We are living through a period of unprecedented uncertainty and upheaval in both our personal and professional lives. So it should come as a surprise to exactly no one that trust, human connection, and mental well-being are all on the decline. This may seem like no laughing matter. Yet, the research shows that humor and laughter are among the most valuable tools we have at our disposal for strengthening bonds and relationships, diffusing stress and tension, boosting resilience, and performing when the stakes are high. That’s why Jennifer Aaker and Naomi Bagdonas teach the popular course *Humor: Serious Business* at the Stanford Graduate School of Business, where they help some of the world’s most hard-driving, blazer-wearing business minds infuse more humor and levity into their work and lives. In *Humor, Seriously*, they draw on findings by behavioral scientists, world-class comedians, and inspiring business leaders to reveal how humor works and—

more important—how you can use more of it, better. Aaker and Bagdonas unpack the theory and application of humor: what makes something funny, how to mine your life for material, and simple ways to identify and leverage your unique humor style. They show how to use humor to rebuild vital connections; appear more confident, competent, and authentic at work; and foster cultures where levity and creativity can thrive. President Dwight David Eisenhower once said, “A sense of humor is part of the art of leadership, of getting along with people, of getting things done.” If Dwight David Eisenhower, the second least naturally funny president (after Franklin Pierce), thought humor was necessary to win wars, build highways, and warn against the military-industrial complex, then you might consider learning it too.

“Anyone who is not shocked by quantum theory has not understood it.” Since Niels Bohr said this many years ago, quantum mechanics has only been getting more shocking. We now realize that it’s not really telling us that “weird” things happen out of sight, on the tiniest level, in the atomic world: rather, everything is quantum. But if quantum mechanics is correct, what seems obvious and right in our everyday world is built on foundations that don’t seem obvious or right at all—or even possible. An exhilarating tour of the contemporary quantum landscape, *Beyond Weird* is a book about what quantum physics really means—and what it doesn’t. Science writer Philip Ball offers an up-to-date, accessible account of the quest to come to grips with the most fundamental theory of physical reality, and to explain how its counterintuitive principles underpin the world we experience. Over the past decade it has become clear that quantum physics is less a theory

about particles and waves, uncertainty and fuzziness, than a theory about information and knowledge—about what can be known, and how we can know it. Discoveries and experiments over the past few decades have called into question the meanings and limits of space and time, cause and effect, and, ultimately, of knowledge itself. The quantum world Ball shows us isn’t a different world. It is our world, and if anything deserves to be called “weird,” it’s us.

An essential guide for artists of all levels, on how to live and work as a creative, from a popular artist and TED speaker. When we're kids, our parents tell us that being creative is fun, fun, fun. But when you decide to turn art into your career, whether that's painting, writing, drawing, or sculpting Edgar Allan Poe out of earthworms, that's when things get tough. Let's be honest. Creativity isn't always fun. It's also hard work. In this insightful and heartfelt guide, artist and speaker Phil Hansen shares his hard-won wisdom from the frontlines of life as a professional creative. Paired with his edgy art, Hansen provides advice for the difficult moments--the slumps, the creative blocks, the times when something you love doesn't resonate with the world--and gives you the pep talk you need to get through the tough times. He also shares helpful tips on how to put yourself in the prime creative mindset, how to build a support system, and how to create art that sells.

There is a concern - even obsession - with creativity in the workplace. This book begins by demystifying creativity at work and goes on to show how companies have managed and mismanaged the creative potential of their staff.

As new discoveries complicate the scientific picture of the universe, the evolving theories about the nature of space and time

and the origins and fate of the universe threaten to become overwhelming. Enter David Seargent. Continuing the author's series of books popularizing strange astronomy facts and knowledge, *Weird Universe* explains the bizarre, complicated terrain of modern cosmology for lay readers. From exploring some of the strange consequences of the theories of special and general relativity, to probing time dilation and the twin and mother-and-baby "paradoxes" and the theory that the universe can be mathematically considered as a hologram, all of the latest findings and conjectures are clearly described in non-technical language. The development of quantum physics and the more recent developments of string and M-theory are looked at, in addition to several hypotheses that have not won wide acceptance from the scientific community, such as modified gravity. Enter the wonderfully weird world of these theories and gain a new appreciation for the latest findings in cosmological research.

From Lovecraft to Borges to Gaiman, a century of intrepid literary experimentation has created a corpus of dark and strange stories that transcend all known genre boundaries. Together these stories form *The Weird*, and its practitioners include some of the greatest names in twentieth and twenty-first century literature. Exotic and esoteric, *The Weird* plunges you into dark domains and brings you face to face with surreal monstrosities. You won't find any elves or wizards here...but you will find the biggest, boldest, and downright most peculiar stories from the last hundred years bound together in the biggest *Weird* collection ever assembled. *The Weird* features 110 stories by an all-star cast, from literary legends to international bestsellers to Booker Prize winners:

including William Gibson, George R. R. Martin, Stephen King, Angela Carter, Kelly Link, Franz Kafka, China Miéville, Clive Barker, Haruki Murakami, M. R. James, Neil Gaiman, Mervyn Peake, and Michael Chabon. *The Weird* is the winner of the 2012 World Fantasy Award for Best Anthology. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. *The Big Book of Conflict-Resolution Games* offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, best-selling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let *The Big Book of Conflict-Resolution Games* help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in *The Big Book of Conflict-Resolution Games* delivers everything you need to make your workplace more efficient, effective, and engaged.

An artist's unique voice is their calling card. It's what makes each of their works vital and particular. But developing such singular artistry requires effort and persistence. Bestselling author, artist,

and illustrator Lisa Congdon brings her expertise to this guide to the process of artistic self-discovery. Featuring advice from Congdon herself and interviews with a roster of established artists, illustrators, and creatives, this one-of-a-kind book will show readers how to identify and nurture their own visual identity, navigate the influence of artists they admire, push through fear and insecurity, and appreciate the value of their personal journey.

A 2004 Gallup pole revealed that 83% of employees are not enjoying their work. This provocative book exposes the truth about work and why it makes people feel so rotten and frustrated. Human beings are social animals. The pressures this creates to conform is particularly obvious in the work environment. The FIFO syndrome ("Fit In or F\*\*\* Off") is the most common corporate condition suffered by the majority of workers today, and is the major cause of individual unhappiness. Using the character of the "Work Doctor", the authors examine the syndrome and its consequences for our lives at work. Often, we behave in ways that are strange and unintended - far different from the way we behave outside of the company. This conflict in behaviour and emotions is the main cause of our frustration at work - something which we must understand and cope with if we are to gain satisfaction and improve our performance at work.

No-one is against creativity. Everyone agrees that creativity is a very good thing in people and in companies. The creative industries are where the action is, so creativity must be a good thing. However, it's not altogether clear what creativity is, and it certainly isn't easy to work out how to encourage it, to manage it, and above all how to profit from it.

Jason Fried and David Heinemeier Hansson, the authors of the New York Times bestseller *Rework*, are back with a manifesto to combat all your modern workplace worries and fears.

Find creative ways to make money in businesses with little competition Using interviews with unconventional entrepreneurs, the author's own wide-ranging experience with weird jobs, and extensive research, *101 Weird Ways to Make Money* reveals unusual, sometimes dirty, yet profitable jobs and businesses. Whether you're looking for a job that suits your independent spirit, or want to start a new business, this unique book shows you moneymaking options you haven't considered. Most of these outside-the-box jobs don't require extensive training, and are also scalable as businesses, allowing you to build on your initial success. Jobs and businesses covered include cricket and maggot farming, environmentally friendly burials, making and selling solar-roasted coffee, daycare services for handicapped children, and many more Each chapter features a "where the money is" section on how to scale-up and be profitable Author writes a popular website and email newsletter on unusual ways to make money Whether you're seeking a new career, an additional revenue stream, or a new business idea, you will want to discover *101 Weird Ways to Make Money*.

"A leading economist answers one of today's trickiest questions: why do some great ideas make it big while others fail to take off? 'Scale' has become a favored buzzword in the startup world. But scale isn't just about accumulating more users or capturing more market share. It's about whether an idea that takes hold in a small group can do the same in a much larger one--whether you're growing a small business, rolling out a diversity and inclu-

sion program, or delivering billions of doses of a vaccine. Translating an idea into widespread impact, says University of Chicago economist John A. List, depends on one thing only: whether it can achieve 'high voltage': the ability to be replicated at scale"--

A fascinating deep dive on innovation from the New York Times bestselling author of *How We Got To Now* and *Unexpected Life*. The printing press, the pencil, the flush toilet, the battery--these are all great ideas. But where do they come from? What kind of environment breeds them? What sparks the flash of brilliance? How do we generate the breakthrough technologies that push forward our lives, our society, our culture? Steven Johnson's answers are revelatory as he identifies the seven key patterns behind genuine innovation, and traces them across time and disciplines. From Darwin and Freud to the halls of Google and Apple, Johnson investigates the innovation hubs throughout modern time and pulls out the approaches and commonalities that seem to appear at moments of originality.

The must-read summary of Robert Sutton's book: "Weird Ideas that Work: 11 1/2 Practices for Promoting, Managing and Sustaining Innovation". This summary of the ideas from Robert Sutton's book "Weird Ideas that Work" shows that almost all highly creative companies do weird things and refuse to do the same as everyone else. By doing this, creative companies consistently develop new ways of thinking and acting. In his book, the author presents 11 1/2 weird ideas for sparking business innovation. He also explains concrete ways to build an organisation where innovation flourishes and becomes a way of life. This summary will teach you the importance of creativity in your company and how you

can start changing the way you do things in order to stay ahead. Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read "Weird Ideas that Work" and find out why you should become an expert in the art of innovation in order to stay on top.

*Working Backwards* is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives—with lessons and techniques you can apply to your own company, and career, right now. In *Working Backwards*, two long-serving Amazon executives reveal the principles and practices that have driven the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon experience between them—much of it during the period of unmatched innovation that created products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services—Bryar and Carr offer unprecedented access to the Amazon way as it was developed and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels of the company. With a focus on customer obsession, long-term thinking, eagerness to invent, and operational excellence, Amazon's ground-level practices ensure these characteristics are translated into action and flow through all aspects of the business. *Working Backwards* is both a practical guidebook and the story of how the company grew to become so successful. It is filled with the authors' in-the-room recollections of what "Being Amazonian" is like and how their time at the company affected their personal and

professional lives. They demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time. Whatever your talent, career or organization might be, find out how you can put Working Backwards to work for you.

Who's Crazy? What does it mean to be crazy? Is using the word crazy offensive? What happens when such a label gets attached to your everyday experiences? In order to understand mental health, we need to talk openly about it. Because there's no single definition of crazy, there's no single experience that embodies it, and the word itself means different things—wild? extreme? disturbed? passionate?—to different people. (Don't) Call Me Crazy is a conversation starter and guide to better understanding how our mental health affects us every day. Thirty-three writers, athletes, and artists offer essays, lists, comics, and illustrations that explore their personal experiences with mental illness, how we do and do not talk about mental health, help for better understanding how every person's brain is wired differently, and what, exactly, might make someone crazy. If you've ever struggled with your mental health, or know someone who has, come on in, turn the pages, and let's get talking.

The instant #1 NEW YORK TIMES Bestseller "A must read for anyone hoping to live a creative life... I dare you not to be inspired to be brave, to be free, and to be curious." —PopSugar From the worldwide bestselling author of Eat Pray Love and City of Girls: the path to the vibrant, fulfilling life you've dreamed of. Readers

of all ages and walks of life have drawn inspiration and empowerment from Elizabeth Gilbert's books for years. Now this beloved author digs deep into her own generative process to share her wisdom and unique perspective about creativity. With profound empathy and radiant generosity, she offers potent insights into the mysterious nature of inspiration. She asks us to embrace our curiosity and let go of needless suffering. She shows us how to tackle what we most love, and how to face down what we most fear. She discusses the attitudes, approaches, and habits we need in order to live our most creative lives. Balancing between soulful spirituality and cheerful pragmatism, Gilbert encourages us to uncover the "strange jewels" that are hidden within each of us. Whether we are looking to write a book, make art, find new ways to address challenges in our work, embark on a dream long deferred, or simply infuse our everyday lives with more mindfulness and passion, Big Magic cracks open a world of wonder and joy.

#1 NEW YORK TIMES BESTSELLER • Meghan, The Duchess of Sussex's first children's book, *The Bench*, beautifully captures the special relationship between father and son, as seen through a mother's eyes. The book's storytelling and illustration give us snapshots of shared moments that evoke a deep sense of warmth, connection, and compassion. This is your bench Where you'll witness great joy. From here you will rest See the growth of our boy. In *The Bench*, Meghan, The Duchess of Sussex, touchingly captures the evolving and expanding relationship between father and son and reminds us of the many ways that love can take shape and be expressed in a modern family. Evoking a deep sense of warmth, connection, and compassion, *The Bench* gives

readers a window into shared and enduring moments between a diverse group of fathers and sons—moments of peace and reflection, trust and belief, discovery and learning, and lasting comfort. Working in watercolor for the first time, Caldecott-winning, best-selling illustrator Christian Robinson expands on his signature style to bring joy and softness to the pages, reflecting the beauty of a father's love through a mother's eyes. With a universal message, this thoughtful and heartwarming read-aloud is destined to be treasured by families for generations to come.

Most of us grow up believing it's more important to fit in than to stand out. But there's something different about you...and it matters. What if your weirdness was the key to changing everything? What if the outrageous, imaginative, crazy ideas that live inside your wildest dreams are actually there on purpose, divinely pre-installed to help others? Knowing what makes you weird is the best thing you can offer your art, your business, your friends, your family, and yourself. It's the essence of creativity, the stuff of movements, and the hope for humanity. It's time to quit painting by numbers, conforming to patterns, and checking off boxes. It's time to Get Weird.

The beloved New York Times bestseller from acclaimed author Eleanor Brown about three sisters who love each other, but just don't happen to like each other very much. Three sisters have returned to their childhood home, reuniting the eccentric Andreas family. Here, books are a passion (there is no problem a library card can't solve) and TV is something other people watch. Their father—a professor of Shakespeare who speaks almost exclusively in verse—named them after the Bard's heroines. It's a lot to live up to. The sisters each have a hard time communicating with

their parents and their lovers, but especially with one another. What can the shy homebody eldest sister, the fast-living middle child, and the bohemian youngest sibling have in common? Only that none has found life to be what was expected; and now, faced with their parents' frailty and their own personal disappointments, not even a book can solve what ails them...

“When people describe my lifestyle or family as weird, I find comfort,” writes author Craig Groeschel. Who then shares a Christ-centered philosophy, on everything from money to scheduling to purity, to help you break out of the normal rut and live according to the rhythms of God's grace and truth of his word. Normal people are stressed, overwhelmed, and exhausted. Many of their relationships are, at best, strained and, in most cases, just surviving. Even though we live in one of the most prosperous places on earth, normal is still living paycheck to paycheck and never getting ahead. In our oversexed world, lust, premarital sex, guilt, and shame are far more common than purity, virginity, and a healthy married sex life. And when it comes to God, the majority believe in him, but the teachings of scripture rarely make it into their everyday lives. Simply put, normal isn't working. Groeschel's WEIRD views will help you break free from the norm to lead a radically abnormal (and endlessly more fulfilling) life.

Microdoses of the straight dope, stories so true they had to be wrapped in fiction for our own protection, from the best-selling author of *But What if We're Wrong?* A man flying first class discovers a puma in the lavatory. A new coach of a small-town Oklahoma high school football team installs an offense comprised of only one, very special, play. A man explains to the police why he

told the employee of his local bodega that his colleague looked like the lead singer of Depeche Mode, a statement that may or may not have led in some way to a violent crime. A college professor discusses with his friend his difficulties with the new generation of students. An obscure power pop band wrestles with its new-found fame when its song "Blizzard of Summer" becomes an anthem for white supremacists. A couple considers getting a medical procedure that will transfer the pain of childbirth from the woman to her husband. A woman interviews a hit man about killing her husband but is shocked by the method he proposes. A man is recruited to join a secret government research team investigating why coin flips are no longer exactly 50/50. A man sees a whale struck by lightning, and knows that everything about his life has to change. A lawyer grapples with the unintended side effects of a veterinarian's rabies vaccination. Fair warning: *Raised in Captivity* does not slot into a smooth preexisting groove. If Saul Steinberg and Italo Calvino had adopted a child from a Romanian orphanage and raised him on Gary Larsen and Thomas Bernhard, he would still be nothing like Chuck Klosterman. They might be good company, though. Funny, wise and weird in equal measure, *Raised in Captivity* bids fair to be one of the most original and exciting story collections in recent memory, a fever graph of our deepest unvoiced hopes, fears and preoccupations. Ceaselessly inventive, hostile to corniness in all its forms, and mean only to the things that really deserve it, it marks a cosmic leap forward for one of our most consistently interesting writers.

An honest, sharp-witted, practical guide to help you get and keep the job you want—from an outsider whose been there and done it, a woman who went from being a broke, divorced, college

dropout to running some of the biggest websites in the world. Jennifer Romolini started her career as an awkward twenty-seven-year-old misfit, navigated her way through New York media and became a boss—an editor-in-chief, an editorial director, and a vice president—all within little more than a decade. Her book, *Weird In A World That's Not*, asserts that being outside-the-norm and achieving real, high-level success are not mutually exclusive, even if the perception of the business world often seems otherwise, even if it seems like only office-politicking extroverts are set up for reward. Part career memoir, part real-world guide, *Weird in a World That's Not* offers relatable advice on how to achieve your dreams, even when the odds seem stacked against you. Romolini helps you face down your fears, find a career that's right for you, and get and keep a job. She tackles practical issues and offers empathetic, clear-cut answers to important questions: How do I navigate the awkwardness of networking? How do I deal with intense office politics? How do I leave my crappy job? How do I learn how to be a boss not just a #boss? And, most importantly: How do I do all this and stay true to who I really am? Authentic, funny, and moving, *Weird in a World That's Not* will help you tap into your inner tenacity and find your path, no matter how offbeat you are.

"This book is a contemporary classic—a shrewd and spirited guide to protecting ourselves from the jerks, bullies, tyrants, and trolls who seek to demean. We desperately need this antidote to the a-holes in our midst."—Daniel H. Pink, best-selling author of *To Sell Is Human* and *Drive* How to avoid, outwit, and disarm assholes, from the author of the classic *The No Asshole Rule* As entertaining as it is useful, *The Asshole Survival Guide* delivers a co-

gent and methodical game plan for anybody who feels plagued by assholes. Sutton starts with diagnosis—what kind of asshole problem, exactly, are you dealing with? From there, he provides field-tested, evidence-based, and often surprising strategies for dealing with assholes—avoiding them, outwitting them, disarming them, sending them packing, and developing protective psychological armor. Sutton even teaches readers how to look inward to stifle their own inner jackass. Ultimately, this survival guide is about developing an outlook and personal plan that will help you preserve the sanity in your work life, and rescue all those perfectly good days from being ruined by some jerk. “Thought-provoking and often hilarious . . . An indispensable resource.”—Gretchen Rubin, best-selling author of *The Happiness Project* and *Better Than Before* “At last . . . clear steps for rejecting, deflecting, and deflating the jerks who blight our lives . . . Useful, evidence-based, and fun to read.”—Robert Cialdini, best-selling author of *Influence* and *Pre-Suasion*

**\*A NEW YORK TIMES BESTSELLER AND INDIE NEXT PICK\*** Writer and performer on *Late Night with Seth Meyers* Amber Ruffin writes with her sister Lacey Lamar with humor and heart to share absurd anecdotes about everyday experiences of racism. Now a writer and performer on *Late Night with Seth Meyers* and host of *The Amber Ruffin Show*, Amber Ruffin lives in New York, where she is no one's First Black Friend and everyone is, as she puts it, "stark raving normal." But Amber's sister Lacey? She's still living in their home state of Nebraska, and trust us, you'll never believe

what happened to Lacey. From racist donut shops to strangers putting their whole hand in her hair, from being mistaken for a prostitute to being mistaken for Harriet Tubman, Lacey is a lightning rod for hilariously ridiculous yet all-too-real anecdotes. She's the perfect mix of polite, beautiful, petite, and Black that apparently makes people think "I can say whatever I want to this woman." And now, Amber and Lacey share these entertainingly horrifying stories through their laugh-out-loud sisterly banter. Painfully relatable or shockingly eye-opening (depending on how often you have personally been followed by security at department stores), this book tackles modern-day racism with the perfect balance of levity and gravity.

An instant *New York Times* bestseller *In Embrace Your Weird*, *New York Times* bestselling author, producer, actress, TV writer, and award-winning web series creator, Felicia Day takes you on a journey to find, rekindle, or expand your creative passions. Including Felicia's personal stories and hard-won wisdom, *Embrace Your Weird* offers: —Entertaining and revelatory exercises that empower you to be fearless, so you can rediscover the things that bring you joy, and crack your imagination wide open —Unique techniques to vanquish enemies of creativity like: anxiety, fear, procrastination, perfectionism, criticism, and jealousy —Tips to cultivate a creative community —Space to explore and get your neurons firing Whether you enjoy writing, baking, painting, podcasting, playing music, or have yet to uncover your favorite creative outlet, *Embrace Your Weird* will help you unlock the power of self-expression. Get motivated. Get creative. Get weird.